DELIVER.

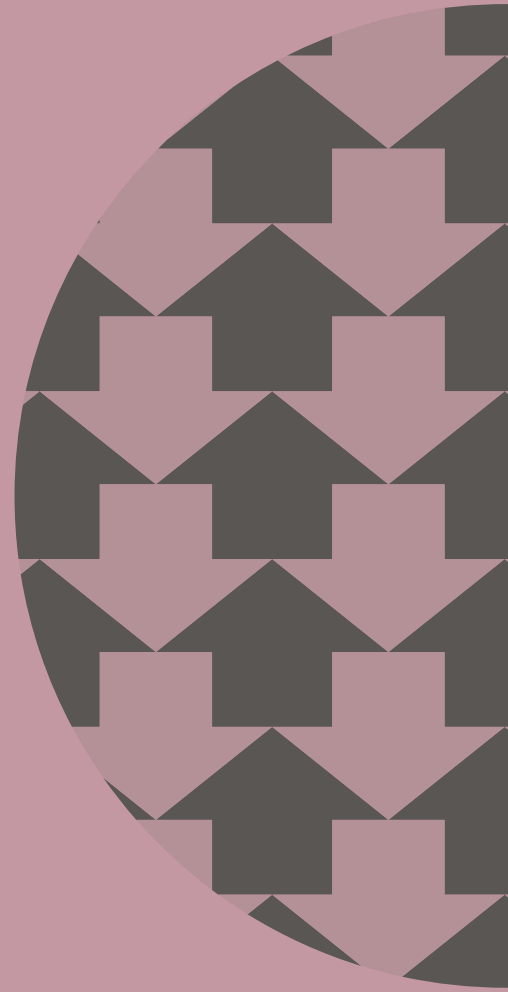## Point of View Paper

Why it's crucial to have integrated and automated data and technology in today's world

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Bluprintx

In today's data-driven world, businesses generate and collect vast amounts of data, which can be overwhelming to manage and analyze.

In 2021, organizations worldwide were using an average of 110 software as a service (SaaS) applications. Since 2015, the number of SaaS apps used by companies has increased by 1275%.[1]

Integrating and automating your data and technology stack has become essential to streamline processes, improve efficiency, decrease costs, and make informed decisions by seeing the complete picture. The growth and effectiveness of modern business now relies on an integrated technological ecosystem.

STRATEGIC LANDSCAPE.

Marketing and creative ops are experiencing headcount freezes and budget cuts. This forces them to streamline campaign production processes, remove manual and duplicate effort, and provide quality work at speed with fewer resources. Being able to prove where best to deploy budget and what impact that has on marketing sourced pipeline has become critical to these cost saving initiatives.

This pressure to produce and measure data-driven initiatives for marketing and sales is at an all-time high. Wasted advertising or channel spend is becoming a thing of the past, with employees now expected to produce tangible ROI analytics to justify their existence and budgets.

With the increase in tools and channels being used by companies, this is easier said than done. Businesses have data across all these tools and channels. Without having them integrated, it's impossible to get an accurate picture to make data informed decisions.

Technologies are now required to have integration capabilities with all the big players in the industry, to stay alive and relevant. Today, marketing, sales or finance SaaS tools will generally get overlooked as an option if they can't connect with the current CRM or MAP. This has prompted these systems to have native, out of the box, syncing capabilities with other tools, to make it easy for system admins to integrate their technologies together.

However, more and more companies need flexibility and custom-built solutions, which out of the box integrations simply can't provide to the same level. This has led to an increase in custom-built API backend solutions leveraging middleware technology.

SOLUTION.

Leveraging open API sources to 'connect the dots', will deliver a custom-built, integrated system ecosystem, designed specifically for your business requirements and use cases.

Whether your company uses the out of the box syncing capabilities or a custom-built API connection to integrate systems and technologies, the benefits it brings are immense.

Doing this will help your business improve efficiency, make informed decisions, enhance the customer experience, increase agility, and save costs. With the right systems and integrated solution in place, businesses can operate with greater speed, accuracy, and flexibility, allowing them to stay ahead of the competition and achieve long-term success.

INTEGRATED GROWTH ACTION PLAN.

Integrated and automated data and technology have become essential in modern business operations. Without integrated systems, your business is not running at 100% efficiency. Bluprintx can support your integration growth plans, to ensure you have automated data visible and flowing to all of your technology platforms.

We audit and design your technology ecosystem to deploy the right capabilities or systems, ensuring marketing, sales and support professionals can do their best work efficiently and effectively.

Integrating across platforms so the right data can be democratized for insights, delivering experiences, and improving revenue outcomes. We identify areas of redundancy, low adoption, and opportunities to reduce the total cost of ownership.

At Bluprintx we partner strategically with you to build relationships and understand your unique business goals and objectives, as well as your problems areas. This enables us to deliver tailored solutions that not only solve problems but can also measure the benefits and return on investment back to the business and senior leadership.

Our Integrated Growth Action Plan helps you understand:

➡ *What immediate positive action will I get from implementing this new technology?*

➡ *In which areas of my business can I make the biggest efficiency gains by integrating my systems, data or workflows?*

➡ *How can I get visibility and control over all the data across my systems? How can I make informed decisions with this data to allocate my budget accordingly?*

SERVICE DELIVERABLES.

Our action plan comprises of core deliverables tailored to your business requirements. Whether you're looking to implement a new platform, integrate existing systems or find a partner to help you grow, Bluprintx can support you for near-, mid- and long-term efficient growth.

SELECTING AND IMPLEMENTING A NEW TECHNOLOGY INTO YOUR TECH STACK — support with selecting a platform that is right for your business requirements, based on unbiased, best practice auditing. Help to set up the new platform, to integrate into your business, address your business challenges and improve your efficiencies.

INTEGRATE AND OPTIMIZE EXISTING SYSTEMS — build processes to integrate existing systems together, using either native functionality or custom build API solutions. Ensure the new integration is seamlessly incorporated and adopted into the business and design a roadmap on how to maximize the integration for optimum efficiencies and growth.

STRATEGY FOR GROWTH — an executable strategy that ties outcomes, initiatives, guiding principles, enablers and your business use cases into a cohesive plan. Partner with you after any implementation to ensure sustained success, adoption, and optimization.

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THE PROCESS.

Typically, our action plans take two to three months depending on scope and availability of key stakeholders. Our approach is simple.

STAGE 1

Discover — an initial business discovery utilizing questionnaires and workshops will be conducted, along with analysis of any existing data. This allows us to understand your unique symptoms, business challenges and technology requirements.
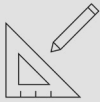
STAGE 2

Diagnose — after a thorough examination of your business challenges, requirements and maturity assessment, we design your custom integration plan and gain handshake agreement so you can start implementing solutions immediately.

STAGE 3

Build — we get to work building and integrating your solution, partnering with you every step of the journey, to ensure visibility and comfortability.

Sources

[1]*Statista, Lionel Sujay Vailshery (www.statista.com/statistics/1233538/average-number-saas-apps-yearly/)*

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